Hasselblad Product Catalogue

HASSELBLAD

VISIT…

Hasselblad Medium Format Photography

It's been decades since the first Hasselblad camera was launched, and for decades thereafter the Hasselblad V System cameras, with their distinctive black and silver look, their compactness and central lens shutters, defined photography for the professional photographer. Whether shooting rock stars or coal miners, landscapes or lunar vistas, the 6x6 Hasselblad negatives raised the bar for light tables around the world, one stunning image after another.

Photography is now digital, and today's incredible images boast even more incredible detail and are inspected, evaluated and approved at 200% zoom, every pixel of every Raw image able to be tweaked and perfected in software environments with tools that outperform yesterday's photo labs hands down.

And today's Hasselblad System, defined by the H4D family of digital cameras, has also evolved, and now leads the digital imaging field, delivering stunning images from outstanding photographic performances, just like its famous predecessors.

Speaking of which, we also offer advanced digital capture solutions for the classic V camera system, including both the CFV line of digital backs, as well as a clever interface for the renowned Carl Zeiss lenses that enables them to be used on today's H4D camera line.

All Hasselblad digital cameras are supported by our powerful Phocus imaging software, which perfects raw images and provides advanced camera control for tethered shooting. Phocus Standard, Phocus Light and Phocus Quick. Available for Mac, Windows, iPad, iPhone and iPod touch.

And if your images didn't start out in the digital world, the Hasselblad line of Flextight scanners – for over 15 years a must have in professional film based photography – can help you get them there.

Today's Hasselblad - uncompromising image quality, delivered from a system that is designed to help photographers get the most from their photography, both technically and creatively. That's where we started and that's where we have chosen to stay.

Photo: Lyle Owerko

The H4D Camera System

The Medium Format Hasselblad H system, with its flagship the H4D, uses extra large sensors, with an impressive number of pixels, to support the shallow depth-of-field shooting that characterizes so much high-end shooting, and to provide the ultra-high resolution demanded by today's most discerning professionals.

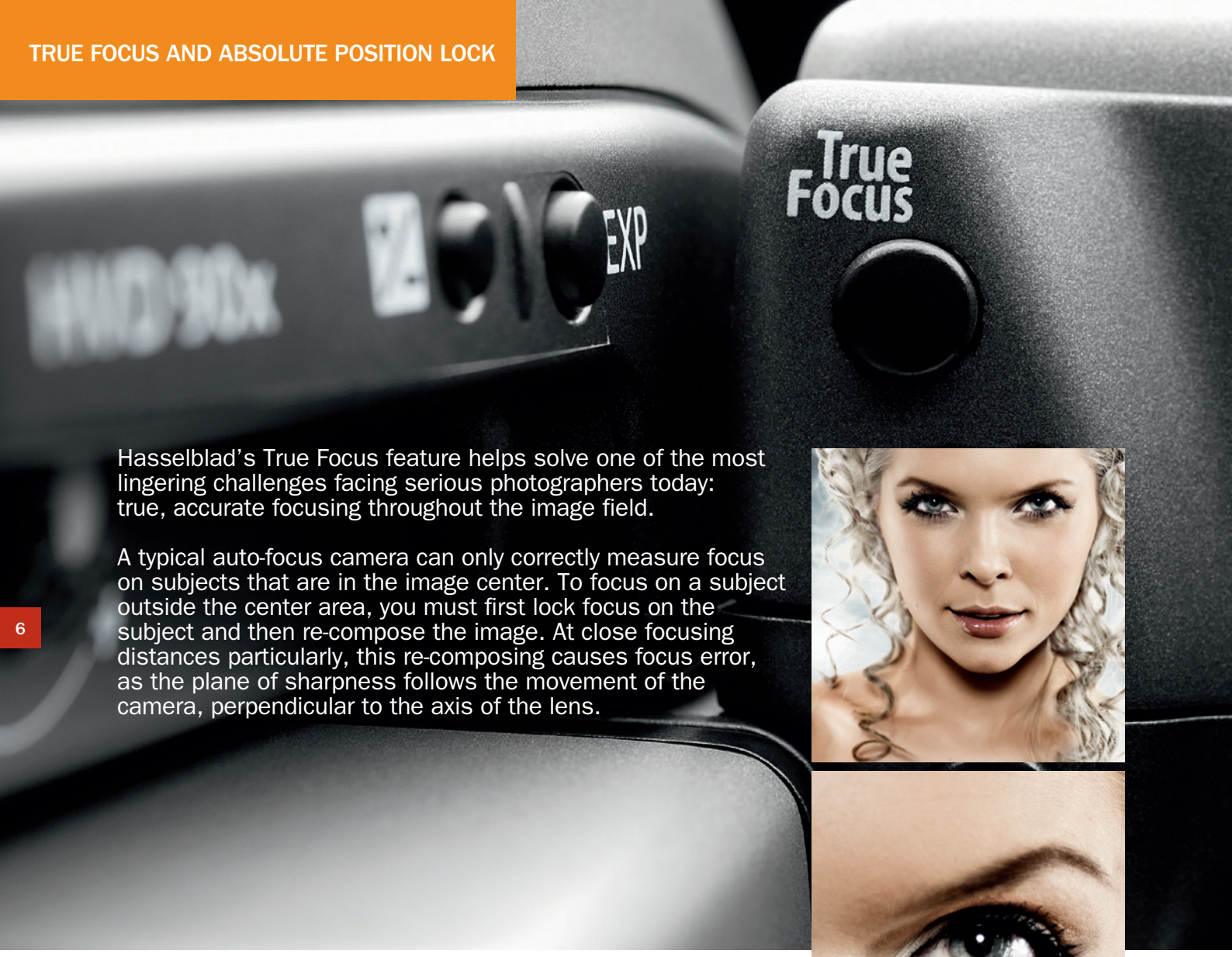
Photo: Bang Peng

H4D cameras feature sensors ranging from 31 to 60 megapixels and provide a platform whose components can be exchanged as needs and technologies develop.

Hasselblad cameras stand out from other professional cameras in many important aspects, including:

- The H system lens line, with its unmatched optics, central lens shutters, and integrated communication with the camera.
- True Focus, for perfect focus when recomposing at open apertures.
- Modularity, offering flexibility and convenience for a range of photographic needs.
- Multi-Shot, offering non-interpolated colors and ultra-high resolution.

Photo: Tom Hagemeyer

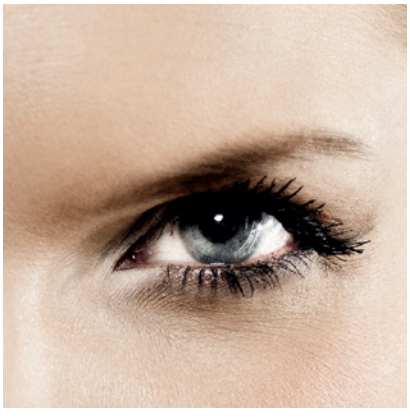


Hasselblad's True Focus feature helps solve one of the most lingering challenges facing serious photographers today: true, accurate focusing throughout the image field.

A typical auto-focus camera can only correctly measure focus on subjects that are in the image center. To focus on a subject outside the center area, you must first lock focus on the subject and then re-compose the image. At close focusing distances particularly, this re-composing causes focus error, as the plane of sharpness follows the movement of the camera, perpendicular to the axis of the lens.

The traditional solution for most DSLR cameras has been to equip the camera with a multi-point AF sensor. Such multi-point AF solutions, however, are often tedious and inflexible to work with and in addition, due to the physics of an SLR-camera, the off-center focus points offered are clustered relatively close to the center of the image. The photographer is still forced to focus first and then shift the camera to reframe, with the resulting loss of focus as a result.

To overcome this problem, Hasselblad has used modern yaw rate sensor technology to measure camera movement in an innovative way. The result is the new Absolute Position Lock (APL) processor, which forms the foundation of Hasselblad's True Focus feature. The APL processor accurately logs camera movement during any re-composing, uses these exact measurements to calculate the necessary focus adjustment, and then issues the proper commands to the lens's focus motor so it can compensate. The APL processor computes the advanced positional algorithms and carries out the required focus corrections at such rapid speed that no shutter lag occurs. The H4D's firmware then further perfects the focus using the precise data retrieval system found on all HC/HCD lenses.



The upper image shows the result when not using True Focus. While this image looks relatively sharp, the lower image where True Focus has been used, is razor sharp.

H4D-50MS – MULTI SHOT SYSTEM

The H4D-50MS - Uncompromising detail and color

The multi-shot technology enables the capture of still life subjects with all details represented in true color and extreme resolution. By capturing a sequence of shots, each offset by a pixel increment, every aspect of the subject is rendered with its true red, green, and blue color components. This allows true detail and true color to be acquired without interpolation of any kind. This is the ultimate capture mode for still photography, and multi-shot cameras have become the cameras of choice for many high-end studio photographers and most of the world's most renowned museums. It simply doesn't get any better than this.

Naturally, the H4D-50MS can also be used for normal single-shot mode photography, inside or out, as well.

H4D - Single Shot

The key to the quality of single shot exposures from a CCD sensor is found in the Bayer Mosaic filter. This is a specific layout that is used in conjunction with software to interpret the color data from the sensor. A raw single-shot delivers one color per pixel, and the remaining colors must be estimated and calculated using a best-guess strategy. Hasselblad cameras do this by using algorithms that optimize color rendering and sharpness for the range of perception of the human eye.

H4D - Multi Shot

In multi-shot mode, high precision piezo motors control pixel-size movements of the sensor. By combining several shots, each offset by a single pixel or a fraction of a pixel, the Red, Green, and Blue of each separate point on the subject matter are obtained in a given sensor resolution. The result is full color information for every pixel on the sensor with none of the artifacts (such as moiré) that are common with single shot capture.

MODULARITY

Working with View-Cameras

All H4D cameras have been designed to allow the digital capture unit to be detached and used on a view camera by way of an H system adapter. In this configuration, the digital capture device can be used with electronic shutters from Rollei, Schneider, and others, either stand-alone using the flash sync signal from the shutter or tethered to a computer with full control of the electronic shutter from the computer.

A choice of bright viewfinders

One of the most important and appreciated advantages of the medium format is the extra-large and bright viewfinder image, enabling extremely precise compositions and easy operation in dim lighting. An interchangeable waist-level viewfinder, the HVM, is also available for the entire range of H4D system cameras, allowing top-down viewing if desired.

Tilt/shift photography

Used with the H4D cameras, the HTS 1.5 tilt/shift adapter (patent-pending) provides clever tilt/shift capabilities for a range of H System lenses, including the 28mm, 35mm, 50mm, 80mm, and 100mm lenses. Integration of digital sensors on all moving parts provide constant feedback as to the exact tilt/shift movements, enabling the Hasselblad digital lens correction technology to optimize corner-to-corner image quality for the given lens working at a given focusing distance. This ingenious device combines well-known optical principles with the latest in digital image control to not only solve technical challenges, but to provides exciting creative opportunities that will help you take your photographic expression to entirely new levels.

H4D-60

Professional Medium Format DSLR camera for controlled lighting studio photography featuring a 60-megapixel sensor to support the utmost in digital capture. Outstanding color rendering, both when shooting with flash and with Tungsten lighting. Maximum exposure time is 32 seconds. Sensitivity 50 to 800 ISO.

Item no. 70480543

TECHNICAL SPECIFICATIONS	
Sensor size	60.1 Mpixels (6708 x 8956 pixels)
Sensor dimensions	40.2 x 53.7 mm
Pixel size	6.0 µm
Image size	RAW 3FR: 80 MB. RGB TIFF 8 bit: 180 MB
True Focus	Yes
Shooting mode	Single Shot
ISO speed range	ISO 50, 100, 200, 400 and 800
Shutter Speed	32 sec. - 1/800
Color depth	16 bit
Color management	Hasselblad Natural Color Solution
CF storage capacity	8 GB CF card holds 100 images on average
Capture rate	1.4 sec. per capture. 31 captures per min.
Color display	3 inch TFT type, 24 bit color, 460 320 pixels
Host connection type	FireWire 800 (IEEE1394b)

H4D-50MS

Professional Medium Format DSLR camera for studio photography featuring a 50-megapixel sensor. In addition to standard single-shot captures, multi-shot capture mode supports still photography with the most accurate color rendering and resolution available in the market today. Sensitivity 50 to 800 ISO.

Item no. 70490543

TECHNICAL SPECIFICATIONS	
Sensor size	50 Mpixels (6132 x 8176 pixels)
Sensor dimensions	36.7 x 49.1 mm
Pixel size	6.0 µm
Image size	RAW 3FR: 65 MB. RGB TIFF 8 bit: 150 MB
True Focus	Yes
Shooting mode	Single / Multi Shot (4x)
ISO speed range	ISO 50, 100, 200, 400 and 800
Shutter Speed	32 sec. - 1/800
Color depth	16 bit
Color management	Hasselblad Natural Color Solution
CF storage capacity	4 GB CF card holds 60 images on average
Capture rate	1.1 sec. per capture. 33 captures per min.
Color display	3 inch TFT type, 24 bit color, 230 400 pixels
Host connection type	FireWire 800 (IEEE1394b)

H4D-50

Professional Medium Format DSLR camera for studio and location photography featuring a 50 megapixel. sensor. Versatile capture with up to 32-second exposure time. Sensitivity 50 to 800 ISO.

Item no. 70480542

TECHNICAL SPECIFICATIONS	
Sensor size	50 Mpixels (6132 x 8176 pixels)
Sensor dimensions	36.7 x 49.1 mm
Pixel size	6.0 µm
Image size	RAW 3FR: 65 MB. RGB TIFF 8 bit: 150 MB
True Focus	Yes
Shooting mode	Single Shot
ISO speed range	ISO 50, 100, 200, 400 and 800
Shutter Speed	32 sec. - 1/800
Color depth	16 bit
Color management	Hasselblad Natural Color Solution
CF storage capacity	4 GB CF card holds 60 images on average
Capture rate	1.1 sec. per capture. 33 captures per min.
Color display	3 inch TFT type, 24 bit color, 230 400 pixels
Host connection type	FireWire 800 (IEEE1394b)

H4D-40

Professional Medium Format DSLR camera for studio and location photography featuring a 40 megapixel sensor. Versatile capture, with up to 256 second exposure time. Sensitivity 100 to 1600 ISO.

Item no.70380554

TECHNICAL SPECIFICATIONS	
Sensor size	40 Mpixels (7304 x 5478 pixels)
Sensor dimensions	32.9 x 43.8mm
Pixel size	6.0 µm
Image size	RAW 3FR: 50 MB. RGB TIFF 8 bit: 120 MB
True Focus	Yes
Shooting mode	Single Shot
ISO speed range	ISO 100, 200, 400, 800 and 1600
Shutter Speed	256 sec. - 1/800
Color depth	16 bit
Color management	Hasselblad Natural Color Solution
CF storage capacity	4 GB CF card holds 75 images on average
Capture rate	1.1 sec. per capture. 50 captures per min.
Color display	3 inch TFT type, 24 bit color, 230 400 pixels
Host connection type	FireWire 800 (IEEE1394b)

The H4D-31 family also includes H4D-31.
For further information please refer to pages 22/31.

H System Lenses

First and foremost, today's Hasselblad lenses are characterized by the finest grade of glass available, designed for optimal rendering of the finest detail, with perfect sharpness from corner to corner, for each and every image. All lenses have central lens shutters, and feature auto-focus, built around extremely rapid and accurate in-lens motors. A unique manual override design offers the convenience of working seamlessly between auto-focus and manual focus with all lenses.

Photo: Dirk Rees

Central Lens Shutters

To enable flash shooting at fast shutter speeds, all lenses are equipped with a central lens shutter. Central lens shutters have characterized Hasselblad lenses for over 50 years, and still play a key role in the flexibility and creative application of the Hasselblad system.

Tilt and Shift, True Focus, Digital Lens Correction and More

Hasselblad lenses have evolved alongside the digital age, incorporating new techniques such as digital lens correction and True Focus.

All lenses, no matter how well designed, exhibit some minor flaws. It is not the Hasselblad philosophy, however, to accept such shortcomings, no matter how minor. That's why we developed Digital Lens Correction. Using exact knowledge of the design of each lens, Hasselblad digital lens correction automatically corrects any traces of color aberration, distortion, or light fall off. In addition, this feature enables 5 H System lenses, ranging from 28mm to 100mm, to now perform tilt and shift photography using the innovative Hasselblad HTS 1.5 tilt/shift adapter.

Medium format lenses also have a shallower depth-of-field than 35mm DSLR cameras at the same aperture. A medium format camera therefore needs a very accurate focus control when working in near field with open apertures. Our True Focus feature does just that – and does it fully automatically.

Solutions for Aerial Photography

A range of specialized industrial solutions, in particular Aerial Photography, have developed around the H System, based upon the outstanding optical results achieved with the H4D cameras and their HC/HCD lenses. For more information on these solutions, please contact us at industrial@hasselblad.dk

HCD 4/28

This retro focus lens has a 95° diagonal angle of view making it the most extreme wide-angle lens presently available in the medium-format. Outstanding results are achieved throughout the focusing range exhibiting excellent corner-to-corner sharpness.

Item no. 3023028

HC 3.5/35

A retro focus lens with 89° diagonal angle of view. This lens offers outstanding corner-to-corner sharpness, low dispersion glass, even illumination, and features an advanced optical design with rear focus mechanism to ensure high performance even at the close focusing range.

Item no. 3023035

HC 3.5/50-II

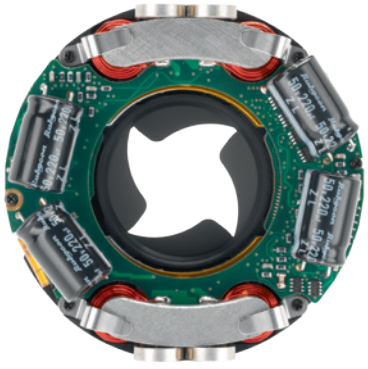
An all-round, wide-angle lens. A versatile all-purpose lens, incorporating a moderate wide-angle effect, and featuring advanced optical design with rear focus mechanism. Corner-to-corner illumination is very even at all aperture settings, and distortion and stray light are extremely well controlled.

Item no. 3023052

HC 2.8/80

The 2.8/80 is the standard lens for the H system. The high-performance design ensures great color correction, a flat image plane, and low distortion. The large aperture facilitates photography in poor light and provides a bright viewfinder image. A lens suited for almost any task in general photography.

Item no. 3023080



The integral central lens shutters in every Hasselblad lens reduce camera vibration, resulting in a more stable platform and improved digital image quality, and allow flash sync at all shutter speeds up to 1/800s, opening the door to many creative shooting solutions that are otherwise impossible.

HC 2.2/100

The 100mm is a fast lens particularly suited to low-light situations or for action shots where higher shutter speeds are required.
The slightly longer than standard length coupled with its shorter depth-of-field makes it an interesting choice for portraits too in many instances.

Item no. 3023100

HC MACRO 4/120-II

The Macro 120mm has exceptionally high performance making it a very versatile lens not only for close-up work but general applications too where a slightly long lens is required.

Item no. 3023122

HC 3.2/150

An ideal portrait lens, providing the ideal perspective for head and shoulder portraits. Also very suitable for landscape photography.

Item no. 3023150

HC 4/210

A universal telephoto lens with outstanding performance. The longer focal length is excellent for tightly framed shots, enabling a shallow depth-of-field to be used to make the main subject stand out noticeably.

Item no. 3023210

Table showing the equivalent 35mm DSLR focal length with different formats as reference.
E.g. the HC 50mm lens used on the H4D-50 will produce the same image as a 35mm lens on 35mm DSLR format.

	35mm DSLR equivalent focal length		
Lens	H4D-60	H4D-50/50MS	H4D-40/31
HCD 4/28	18	20	22
HC 3.5/35	23	25	27
HC 3.5/50-II	32	35	39
HC 2.8/80	52	56	63
HC 2.2/100	64	71	78
HC 4/120-II	77	85	94
HC 3.2/150	97	106	118
HC 4/210	135	148	165
HC 4.5/300	193	212	235
HCD 4-5.6/35-90	23-58	25-64	27-71
HC 3.5-4.5/50-110	32-71	35-78	39-86

HC 4.5/300

The 300mm lens is the longest lens in the present HC lens range. It has a fast autofocus reaction making it suitable for certain sports and wildlife applications.

Item no. 3023300

HC 3.5-4.5/50-110

The HC 50-110mm zoom lens has a range from wideangle to short telephoto.
This lens boasts exceptionally high image quality at all focal length settings, whether shooting film or digital, and is comparable with corresponding fixed focal length lenses.

Item no. 3023511

HCD 4-5.6/35-90

The result of our constant striving for ultimate performance, the new HCD 4.0-5.6/35-90 zoom lens combines our advanced optical design models and the H-system's unique digital lens correction with a new aspheric lens element design to create what we think is the highest performing zoom lens on the market today.

Item no. 3023590

CONVERTER H1.7X

The Converter 1.7 attaches between the lens and body to increase the focal length by a factor of 1.7. This provides a convenient way to expand your range of lenses.

Item no. 3023717

ADAPTERS

CF Adapter
for Carl Zeiss lenses
The CF lens adapter allows all C-type (lens shutter) lenses from the V system to be used on any H system camera.

Item no. 3043500

HTS 1.5
tilt and shift adapter
The HTS 1.5 tilt/shift adapter provides a powerful new focusing and creative tool that can help you take your photographic expression to entirely new levels. The tilt/shift adapter works with the following range of lenses and extension tubes. All movements are digitally recorded as metadata for use with Hasselblad's DAC lens corrections.

Item no. 3043400

HTS 1.5 (rear)

VIEWFINDERS

HVD 90x viewfinder
For 36×48mm sensor cameras or smaller.
Item no. 3053330

HV 90x viewfinder
For cameras using film.
Item no. 3053326

HV 90x-II viewfinder
For H4D-60.
Item no. 3053334

HVM viewfinder
Waist-level viewfinder for all H cameras.
Item no. 3053328

Correction lens holder
Holder for correction lenses for HVM viewfinder.
Item no. 3053348

GIL GPS
Adds GPS coordinates to the images.
Item no. 3053300

Tripod Quick Coupling
Facilitates rapid attachment and removal of the camera to a tripod.
Item no. 3043326

Extension tube H13
13mm extension tube for close-up photography.
Item no. 3053513

Extension tube H26
26mm extension tube for close-up photography.
Item no. 3053526

Extension tube H52
52 mm extension tube for close-up photography.
Item no. 3053542

Flash adapter SCA3902
Adapter for the Metz range of external flashes. Provide fulll TTL/OTF dedication.
Item no. 3053393

Film magazine HM 16-32
Film magazine for 120 or 220 film.
Item no. 3033016

Magazine film holder
Separate insert for film magazine HM 16-32.
Item no. 3053320

Battery grip Li-ion
Removable and rechargeable battery grip. Capacity of 1850 mAh.
Item no. 3043348

Battery grip CR-123
Removable battery grip for three CR-123 Lithium batteries.
Item no. 3043340

DC Power Grip
Removable H-camera grip with AC power adapter for supplying camera power from mains.
Item no. 3043350

Remote release cord
Remote release cord for use with H cameras.
Cable Length: 0.5 m.
Item no. 3043370

Battery charger for Li-Ion batteries
Charger for rechargeable Li-Ion battery grip 3043348.
Item no. 3053568

Battery charger for NiMH batteries
Charger for rechargeable NiMH battery grip.
Item no. 3053564

Tripod Mount Extender for HTS 1.5
Increases the clearance between the camera body and tripod head.
Height 30.5 mm. Features 1/4" camera lock screw and tripod connection with quick-coupling shoe, 1/4" and 3/8" threads.
Item no. 3043405

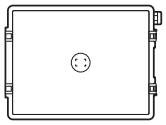
Proshade 6095 V/H
Professional bellows type lens shade for all H- and V-system lenses.
Item no. 3040740

Proshade adapter 67mm
Adapter with bayonet mount for 67mm HC lens front.
Item no. 3043415

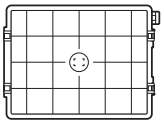
Proshade adapter 77mm
Adapter with bayonet mount for 77mm HC lens front.
Item no. 3043417

Proshade adapter 95mm
Adapter with bayonet mount for 77mm HC lens front.
Item no. 3043419

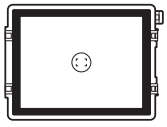
Rectangular mask for Proshade 6095 V/H
Item no. 3053431



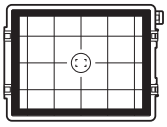
Focusing screen HS-standard
Spherical Acute-Matte D type focusing screen. Central markings for spot (Ø7.5 mm) and AF metering area.
Item no. 3043305



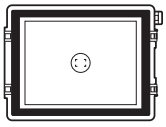
Focusing screen HS-Grid
Spherical Acute-Matte D type focusing screen with grid and central markings for spot (Ø7.5 mm) and AF metering area. Grid provides a visual aid for various applications including technical and architectural work.
Item no. 3043310



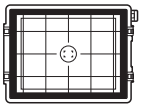
Focusing screen HxD-22/39/50
Spherical Acute-Matte D type focusing screen. Central markings for spot (Ø7.5 mm) and AF metering area. Masked for the format used in 22, 39 and 50 megapixel cameras.
Item no. 3043328



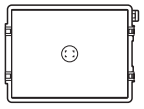
Focusing screen HxD-22/39/50 Grid
Central markings for spot (Ø7.5 mm) and AF metering area. With grid markings and masked for the format used in 22, 39 and 50 megapixel cameras.
Item no. 3043311



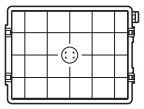
Focusing screen HxD-31/40
Spherical Acute-Matte D type focusing. screen. Central markings for spot (Ø7.5 mm) and AF metering area. Masked for the format used in 31 and 40 megapixel cameras.
Item no. 3043330



Focusing screen HxD-31/40 grid
Spherical Acute-Matte D type focusing screen. Central markings for spot (Ø7.5 mm) and AF metering area. Grid provides a visual aid for various applications including technical and architectural work. Masked for the format used in 31 and 40 megapixel cameras.
Item No. 3043312



Focusing screen H4D-60
Spherical Acute-Matte D type focusing screen. Central markings for spot (Ø7.5 mm) and AF metering area. Masked for the format used in 60 megapixel cameras.
Item no. 3043332



Focusing screen H4D-60 Grid
Central markings for spot (Ø7.5 mm) and AF metering area. With grid markings and masked for the format used in 60 megapixel cameras.
Item no. 3043334

Camera strap H
Extra wide camera strap with anti-slip backing.
Item no. 3053616

Strap with quickplate H
Improves comfort and security in hand-held photography. Attaches to the grip. Can be used with tripod quick coupling H.
Item no. 3045154

67mm UV-sky filter
The 67mm UV-sky filter absorbs UV radiation and reduces blue haze without affecting colors. Protects the front lens surface.
Item no. 3053470

77mm UV-sky filter
The 77mm UV-sky filter absorbs UV radiation and reduces blue haze without affecting colors. Protects the front lens surface.
Item no. 3053474

95mm UV-sky filter
The 95mm UV-sky filter absorbs UV radiation and reduces blue haze without affecting colors. Protects the front lens surface.
Item no. 3053478

67mm polarizing filter
The C-pola 67mm filter reduces reflection and increases color saturation in e.g. green foliage or the sky.
Item no. 3053482

77mm polarizing filter
The C-pola 77mm filter reduces reflection and increases color saturation in e.g. green foliage or the sky.
Item no. 3053486

95mm polarizing filter
The C-pola 95mm filter reduces reflection and increases color saturation in e.g. green foliage or the sky.
Item no. 3053490

Lens shade HCD 28/HC 35
Item no. 3053402

Lens shade HC 50-110mm and HCD 35-90mm lenses
Item no. 3053427

Lens shade HC 50
Item no. 3053406

Lens shade HC 80
Item no. 3053410

Lens shade HC 100
Item no. 3053412

Lens shade HC Macro 120
Item no. 3053414

Lens shade HC 150/HC 210
Item no. 3053418

Lens shade HC 300
Item no. 3053423

Lens pouch HC/1
Leather lens pouch.
Item no. 3053639

Lens pouch HC/2
Leather lens pouch.
Item no. 3053643

Lens pouch HC/3
Leather lens pouch.
Item no. 3053647

Lens pouch HC/4
Lens pouch for HC 300.
Item no. 3053649

Top cover camera body
Top cover for the H camera body.
Item no. 3053340

Bottom cover camera body
Bottom cover for the H camera body.
Item no. 3053342

Front cap camera body
Front cap for the H camera body.
Item no. 3053344

Rear cover camera body
Rear cover for the H camera body.
Item no. 3053346

Cover camera accessory mount
Cover for the H camera accessory mount.
Item no. 3053349

Protective cover battery grip
Item no. 3053354

Magazine cover
Cover for HM 16-32 film magazine.
Item no. 3053371

Cover flash shoe
Cover for the flash shoe (HV 90x, HV 90x and HVD 90x-II).
Item no. 3053387

Rear lens cap H
Rear lens cap for HC/HCD lenses.
Item no. 3053357

Front lens cap H 67mm
Front lens cap for HC/HCD lenses with 67mm front.
Item no. 3053360

Front lens cap H 77mm
Front lens cap for HC/HCD lenses with 77mm front.
Item no. 3053362

Front lens cap H 95mm
Front lens cap for HC/HCD lenses with 95mm front.
Item no. 3053364

Cover viewfinder
Bottom cover for HV 90x, HVD 90x, HV 90x-II and HVM.
Item no. 3053384

Protective cover digital capture unit
Cover for the digital capture units.
Item no. 3053372

The Hasselblad V System

The iconic Hasselblad V System cameras were the number one choice of world-class photographers for decades. Thousand upon thousand of these cameras are still out there working, still serving as the camera of choice for many top photographers.

Zeiss Distagon CFE 4/40 IF

An extreme retro focus lens with 89° diagonal angle of view. Suitable for application areas such as advertising, interior, industrial, aerial, landscape, and wedding photography. An ideal choice for digital applications.

Item no. 3020039

Zeiss Distagon CFi 4/50

The CFi50 is an all round, wide-angle lens. This lens is ideal for landscape, interiors, architectural, and documentary photography.

Item no. 3020047

Zeiss Sonnar CFi 4/150

The classical portrait lens which provides the ideal perspective for head and shoulder portraits.
The 150mm focal length offers a moderate, but clearly visible, telephoto effect and the shallow depth-of-field can be used to set distracting backgrounds off-focus. Can also be used favorably in other areas such as fashion and landscape photography.

Item no. 3020062

The V System camera

Indeed, these cameras have become the very symbol of medium format photography, with a design that moved seamlessly from modern cutting edge to retro cool, picking up fan after fan along the way.

Today, the V System camera offering has been concentrated to cover the chrome 503CW camera body, the A12 film magazine, and three Carl Zeiss lenses:

If you are one of the many V System fans out there wanting to enter the world of digital photography, but not willing to sacrifice your trusty V System gear to do it, Hasselblad offers 2 solutions:

- Add a digital magazine to the V camera body. We have two models of the specially designed CFV digital camera back, featuring either 39 or 50 megapixels that will transform your loved V camera to a modern high performance digital workhorse providing image quality at a completely new level.
- Use our CF Lens Adapter to enable you to use your V System Carl Zeiss lenses with the modern H4D cameras, featuring 31, 40, 50 or 60 megapixel sensor options.

Bringing your V System photography into the digital world allows you to process images using digital lens correction on all images captured with the Carl Zeiss lenses. This can take the image quality from these classic, favorite lenses from great to unbelievable. Even the tiniest traces of color aberration, distortion, or vignetting are effectively removed, providing an entirely new level of image perfection.

Digital Zeiss
– the classic V System lenses on the H4D

The CF adapter allows you to work with the V System's classic C-type lenses on your H4D camera, bringing old school glass to a cutting edge digital platform.

The CF adapter is not just is not just a mechanical socket that allows you to plug your legacy lenses into a new body. The CF adapter allows the lenses to use their central lens shutter, which is not the case with other cameras offering Carl Zeiss lens interface.

All images processed with Hasselblad's digital lens correction software take the already amazing image quality from these renowned lenses to even higher levels.

The CF adapter does not, however, transform your Carl Zeiss lenses into autofocus lenses, but it does enable the H4D camera to provide focus confirmation in the viewfinder when using these lenses.

Naturally, should you feel the need to work with auto-focus, the H4D cameras offer the full HC/HCD lens line, covering 11 Auto-Focus lenses, all with central shutters.

H4D-31

Professional Medium Format DSLR camera for studio and location photography featuring a 31 megapixel sensor. Two models are available targeted at the high-end 35mm photographer, and the classic V camera photographer. Versatile capture with up to 64 sec exposure time. Sensitivity 100 to 1600 ISO.

Item no.70480522 incl. HC 80mm lens
Item no.70480521 incl. CF lens adapter

TECHNICAL SPECIFICATIONS	
Sensor size	31 Mpixels (4872 x 6496 pixels)
Sensor dimensions	33.1 x 44.2 mm
Pixel size	6.8 µm
Image size	RAW 3FR: 40 MB. RGB TIFF 8 bit: 93 MB
True Focus	Yes
Shooting mode	Single shot
ISO speed range	ISO 100, 200, 400, 800 and 1600
Color depth	16 bit
Shutter Speed	64 sec. - 1/800
Color management	Hasselblad Natural Color Solution
CF storage capacity	4 GB CF card holds 100 images on average
Capture rate	1.2 sec. per capture. 42 captures per min.
Color display	3 inch TFT type, 24 bit color, 230 400 pixels
Host connection type	FireWire 800 (IEEE1394b)

CFV-39

CFV-50

The Hasselblad CFV line of digital backs are custom designed to match the appearance and functionality of the Hasselblad V System cameras. Using a 39 or 50 megapixel sensor twice the size of full frame 35mm DSLRs, the CFV backs provide the ultimate in digital integration and image quality for all the classic Hasselblad V System cameras and lenses and turns your existing camera into a modern digital workhorse.

Inside the Hasselblad CFV, lies some of the most cutting edge digital technology on the market, such as tools for powerful digital workflow control using Hasselblad's Instant Approval Architecture (IAA) Other advanced features include Hasselblad's Natural Color Solution and 3F RAW file format, a choice between tethered or untethered shooting, as well as compatibility with view cameras.

Our digital lens correction technology that perfects the image can now also be used for the V system Carl Zeiss lenses providing a new level of image quality.

The CFV offers the choice of shooting to the classic and loved square format giving 29/38 megapixel images and the full rectangular format giving 39/50 megapixel images.

CFV-39 Item no. 3034214
CFV-50 Item no. 3034216

TECHNICAL SPECIFICATIONS	CFV 39	CFV-50
Sensor size	39 Mpixels (5412 x 7212 pixels) 29 Mpixels (5412 x 5412 pixels)	50 Mpixels (6132 x 8176 pixels) 38 Mpixels (6132 x 6132 pixels)
Sensor dimensions	36.7 x 49.1 mm or 36.7 x 36.7 mm	
Pixel size	6.8 µm	6.0 µm
Image size	RAW 3FR: 50 MB. RGB TIFF 8 bit	RAW 3FR: 65 MB. RGB TIFF 8 bit: 150 MB
Storage capacity	4 GB CF card holds 80 images on average	4 GB CF card holds 60 images on average
Color definition	16 bit	
ISO speed range	ISO 50, 100, 200, 400, 800	
Image storage	CF card type U-DMA (e.g. SanDisk extreme IV) or tethered to Mac or PC	
Color display	TFT 2.5"	
Platform support	Macintosh: OSX version 10.6. Windows: XP (32 and 64 bit), Vista (32 and 64 bit), Windows 7 (32 and 64 bit)	
Camera support	All Hasselblad V System cameras manufactured since 1957. 2000 cameras and 201F with C-type lenses only. 202FA/203FE and 205FCC camera types need a minor camera modification to use F/FE lenses. SWC cameras older than SWC/M and ArcBody cameras cannot be used. All other cameras with Hasselblad V interface	
Host connection type	FireWire 800 (IEEE1394b)	
Battery capacity	Sony™ InfoLithium L, up to 8 hours of shooting capacity	
Operating temp.	0 - 45° C / 32 - 113° F	
Dimensions	91 x 90 x 61mm (W x H x D)	
Weight	530 g (Excluding battery and CF card)	

Phocus by Hasselblad – the final step towards uncompromising image quality

Think of Phocus as “The Beauty and the Beast”.
“Beast”, for the power, performance and advanced tools of the Hasselblad imaging software that forms the core of this amazing program, and “Beauty” for it’s easy and attractive working environment.

Uncompromising Image Quality

In today's digital environments, achieving an efficient and effective workflow is crucial to your photographic career. With this in mind, we have designed Phocus to be as intuitive and easy to use as humanly possible. Every aspect of the Phocus interface has been developed and designed to reflect the way that photographers work and to help ensure that you can spend as much time as possible taking images – not processing them.

Phocus incorporates some of the most common features found in the most popular image processing environments, combined with a collection of advanced tools, all designed to easily provide you with optimum image quality – each and every time!

In addition to Hasselblad file support, Phocus supports RAW files from more than 150 different cameras and is available for free download from www.hasselblad.com.

Natural Colors

Hasselblad's Natural Color Solution (HNCS) enables you to produce outstanding and reliable colors, so that skin tones, specific product colors, and difficult gradations reproduce beautifully every time, straight out of the box.

Perfect Viewing Quality

Phocus uses the extra computational power from your graphics card to provide real time, full quality viewer updates when performing adjustments. In addition, the image viewing quality in the Phocus Viewer matches every detail of the image with all corrections. This quality standard also ensures that what you see in Phocus is what you will get later in your work flow chain, in Photoshop, for example.

Digital Auto Correction (DAC)

Hasselblad's modern lens design has been optimized for digital perfection, including full correction of color aberration, distortion and vignetting. Phocus makes use of its detailed knowledge of the lens design and calculates the optical corrections for every shot at the given distance and aperture setting. The result is clear: Phocus with DAC increases image resolution and delivers perfect images, thereby providing an ideal basis for optimal image rendering and further processing. Hasselblad DAC technology works automatically with all Hasselblad's HC and HCD lenses, even with tilt/shift movements. DAC also works with all the Carl Zeiss lenses from the classic V System, using manual settings.

Moiré Removal Technology

With Phocus, the moiré that can occur on even extremely high-resolution files is effectively removed from your images. Hasselblad's leading edge Moiré removal is performed automatically and directly on the raw data, leaving image quality intact and eliminating the need to perform special masking selections or other manual procedures, thereby saving hours of tedious post-production work.

Tools

Phocus's extensive tool palette is fully customizable and flexible. The over twenty tools are conveniently grouped under tabs and can be rearranged, duplicated, made floating, or even temporarily deleted if you wish. Your own customized tool set layouts can be saved and easily recalled using keyboard shortcuts – or even automatically triggered when a camera or card reader is connected.

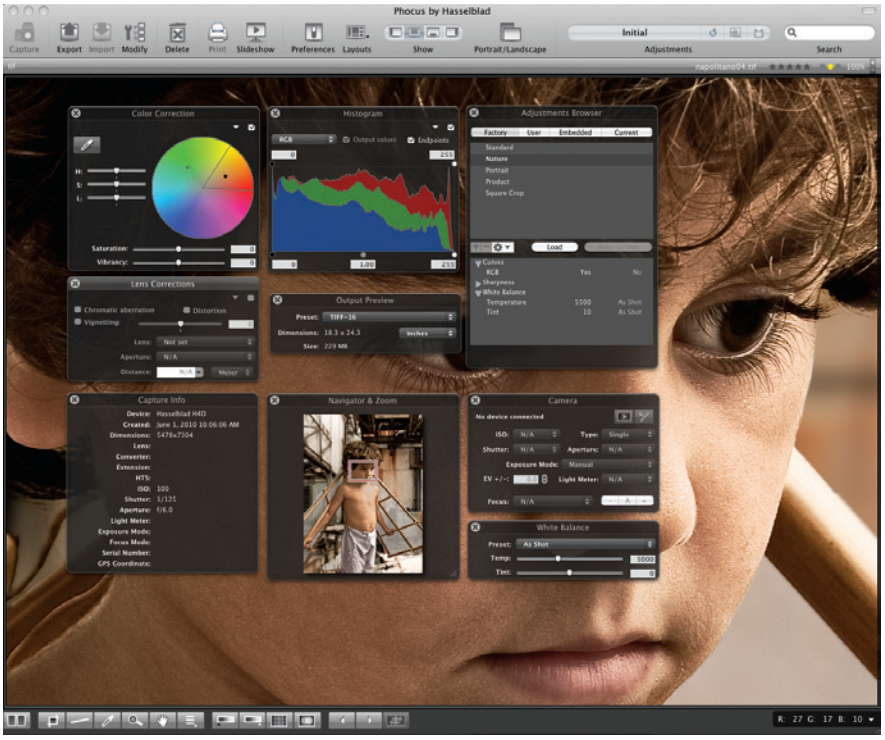


Photo: Claudio Napolitano

It’s not our Phocus it’s yours

My Phocus

Most assignments have some unique requirement. Requirements that can slow your workflow to a crawl. That’s why we designed Phocus to be customizable, allowing you to create what we call “My Phocus” – your own personal version, in a form and layout that you know is right for the specific way that you work. Working with layouts in Phocus this way lays the ground for a rapid and effective workflow.

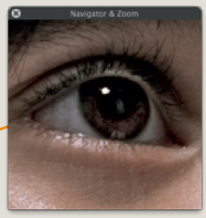
Layouts

Our ‘layout’ concept controls the way a complete screen layout and it’s associated views, tools layout, toolbar, and adjustments is compiled. This means that one simple click takes you to the viewing environment that your prefer, with the selected tools you need for the job at hand, and unwanted tools and functions kept out of the way and out of sight. To get you started, we have even provided a few example layouts. Not matter what layout you choose, all tools and processing abilities are always present and accessible behind the scenes. You merely get to choose when and how they enter your workflow.

Light, Standard, Browse, Tethered…or?

‘My Phocus’ also means being able to create and save your own layouts, bring them with on location or import them when using rented equipment. A list of all the options that could be included in ‘My Phocus’ layouts would be too long to print here, as are the type of adjustments that could benefit by using a customized ‘My Phocus’ layout, such as importing and exporting, for example. You are free to create a specific layout for each specific situation or job if you wish.

The Adjustments Browser offers a unique overview of your adjustments variations as listed history. Adjustments can be used as templates for other images.



The Navigator & Zoom tool proofs powerful when inspecting images.

Phocus provides special extended controls with which to remotely operate your Hasselblad camera during tethered use.

Photos: Claudio Napolitano

Phocus Mobile for iPad, iPhone and iPod touch.

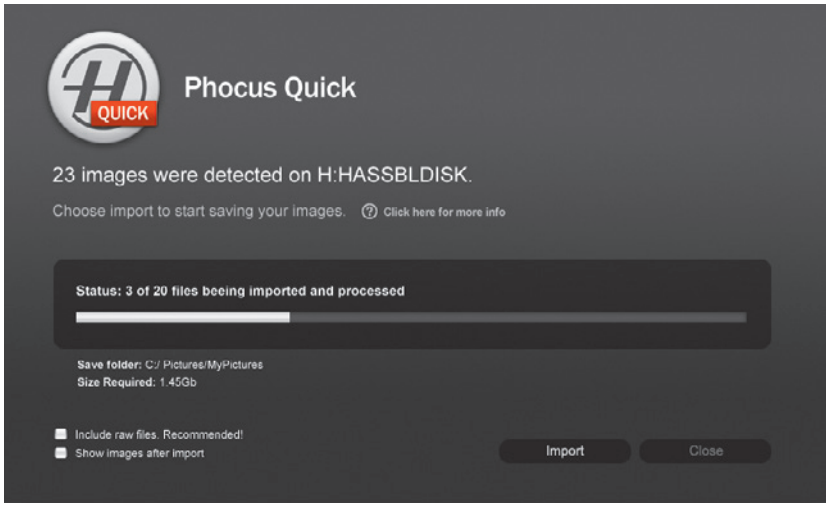
Photo: Claudio Napolitano

Phocus Mobile

Phocus Mobile is an extension of the current Phocus software that will allow iPad, iPhone and iPod touch users to connect wireless to the Hasselblad's image processing software Phocus. The remote application offers browsing, zoom and rating of images plus advanced camera control options of your Hasselblad camera, such as remote capture. Phocus Mobile is free of charge and available for download from the Apple App store in Q1 2011.

Phocus Quick

If you're looking for an easy way from captured image to final print, then Phocus Quick may be the solution for you. Phocus Quick offers automatic import and processing of your Hasselblad files, directly into your preferred image application. Phocus Quick is free of charge and available for Mac and Windows in Q1 2011.



The Hasselblad RAW file & Metadata

The Hasselblad 3F raw file provides lossless image compression, which reduces the file size and required storage space by 33%. This raw file includes all the raw pixel data, all metadata created by the camera and yourself, and the full history log of your image adjustments.

No sidecar files structure is generated. Furthermore, you are never locked into a closed world of proprietary raw files, since Hasselblad raw files open directly in Apple's or Adobe's imaging environments. The basic metadata architecture in Phocus images follows the IPTC Core standard with XMP. In addition, the extended metadata architecture provides for detailed and accurate image adjustment, cataloguing, and indexing. All your exported TIFF's and large JPEG's will carry most of this capture information with them, making it available for further post processing and archiving.

3rd party file support

All Hasselblad digital camera products are supported by Phocus. In addition, Phocus for Apple computers allows users to import RAW files from more than 150 different DSLR cameras, including cameras from Canon, Nikon, Leica, Sony, Fuji, Olympus, Leaf, and more, as well as supporting the most common file formats such as TIFF, JPEG, DNG, and PNG.

This added file support results in a single, comprehensive – and free – solution that will enable all Hasselblad photographers to streamline their work process by working with both Hasselblad images and those captured with their 35mm DSLRs. All in one and the same application.

Hasselblad Scanners

The first time you see a file from a 6x6 negative scanned on a Flextight scanner, you will be stunned. Images that were traditionally inspected on the light table with a good magnifier jump out at you with detail and color rendering that you never even knew was recorded, which gives you renewed pride in what you do.

As film stocks disappear, scanning is increasingly concentrated around the digitalization of photo archives. Such operations are often found in public institutions such as museums or in the studios of pro photographers who are re-discovering hidden assets in the form of old photographs.

FLEXTIGHT X1 / X5

The latest generation of Hasselblad scanners, the Flextight X1 and X5, are both built around the same foundation. A vertical optical system allows the CCD to face downwards, creating a glass-free optical path between the original and the lens. The patented virtual drum solution produces optimal focusing across the entire original and the flexible holder guarantees easy mounting and safe and secure handling of your originals.

The components used in both Flextight scanners are basically the same, meaning that regardless of which solution you choose, the quality level is virtually identical. Differences between the models are more a matter of features and capabilities, especially with regards to productivity.

Flextight X1. Item no. 70380201
Flextight X5. Item no. 70380301

FLEXTIGHT X1			
Max optical resolution	35 mm	60 mm	4x5"
	6,300 dpi	3,200 dpi	2,040 dpi
Max scan speed	35 mm	60 mm	4x5"
	7.15 min	6.02 min	5.08 min
Optical sensor	CCD (3 x 8000)		
Original type	Neg / Pos		
Color depth	16 bit		
Auto frame detection	Yes		
Auto focus	Yes		
Batch scanning	Yes		
Batch- and Slide Feeder Compatibility	No		
Interface	Firewire		
Platform	PC / Mac		
Dmax	4.6		
Film, max format	120 x 270 mm		
Reflective scanning	No		
Active cooling	No		
Flextouch	Yes		
3F scan initiated directly on scanner	Yes		
Light condensator	No		
Dimensions	230 x 390 x 650 mm		
Weight	20.5 kg		

FLEXTIGHT X5			
Max optical resolution	35 mm	60 mm	4x5"
	8,000 dpi	3,200 dpi	2,040 dpi
Max scan speed	35 mm	60 mm	4x5"
	1.55 min	1.10 min	1.23 min
Optical sensor	CCD (3 x 8000)		
Original type	Neg / Pos / Prints		
Color depth	16 bit		
Auto frame detection	Yes		
Auto focus	Yes		
Batch scanning	Yes		
Batch- and Slide Feeder Compatibility	Yes		
Interface	Firewire		
Platform	PC / Mac		
Dmax	4.9		
Film, max format	100 x 270 mm		
Reflective scanning	A4		
Active cooling	Yes		
Flextouch	Yes		
3F scan initiated directly on scanner	Yes		
Light condensator	Yes		
Dimensions	230 x 390 x 650 mm		
Weight	20.5 kg		

H System Specifications

	H4D-60	H4D-50MS	H4D-50	H4D-40
Sensor size	60.1 Mpixels (6708 x 8956 pixels)	50 Mpixels (6132 x 8176 pixels)	50 Mpixels (6132 x 8176 pixels)	40 Mpixels (7304 x 5478 pixels)
Sensor dimensions	40.2 x 53.7 mm	36.7 x 49.1 mm	36.7 x 49.1 mm	33.1 x 44.2 mm
Pixel size	6.0 µm	6.0 µm	6.0 µm	6.0 µm
Image size	RAW 3FR capture compressed to 80 MB on average. TIFF 8 bit: 180 MB	RAW 3FR capture 65 MB on average. TIFF 8 bit: 150 MB	RAW 3FR capture 65 MB on average. TIFF 8 bit: 150 MB	RAW 3FR capture 50 MB on average. TIFF 8 bit: 120 MB
RAW file format	Lossless compressed Hasselblad 3FR			
Shooting mode	Single shot	Single shot / Multi shot (4x)	Single shot	Single shot
Color definition	16 bit	16 bit	16 bit	16 bit
ISO speed range	ISO 50, 100, 200, 400 and 800	ISO 50, 100, 200, 400 and 800	ISO 50, 100, 200, 400 and 800	ISO 100, 200, 400, 800 and 1600
Color management	Hasselblad Natural Color Solution			
CF storage capacity	8 GB CF card holds 100 images on average	4 GB CF card holds 60 images on average	4 GB CF card holds 60 images on average	4 GB CF card holds 75 images on average
Capture rate	1.4 sec. per capture. 31 captures per min.	1.1 sec. per capture. 33 captures per min. (single shot)	1.1 sec. per capture. 33 captures per min.	1.1 sec. per capture. 50 captures per min.
Color display	3 inch, double-res (460 320 pixels), TFT, 24 bit color	Yes, 3 inch TFT type, 24 bit color, 230 400 pixels	Yes, 3 inch TFT type, 24 bit color, 230 400 pixels	Yes, 3 inch TFT type, 24 bit color, 230 400 pixels
Storage options	CF card type U-DMA (e.g. SanDisk Extreme Pro) or tethered to Mac or PC			
Histogram feedback	Yes			
IR filter	Mounted on CCD sensor			
Acoustic feedback	Yes			
Software, included	Phocus for Mac and Windows			
Platform support	Macintosh: OSX version 10.6. Windows: XP, Vista and Windows 7 (32 and 64 bit)			
Host connection type	FireWire 800 (IEEE1394b)			
View camera compatibility	Yes, Mechanical shutters controlled via flash sync. Electronic shutters can be controlled from Phocus			
Operating temperature	0 - 45 ˚C / 32 - 113 ˚F			
Dimensions without lens:	Complete camera w. HC80 mm lens: 153 × 131 × 205 mm [W × H × D]	Complete camera w. HC80 mm lens: 153 × 131 × 209 mm [W × H × D]	Complete camera w. HC80 mm lens: 153 x 131 x 205 mm [W x H x D]	Complete camera w. HC80 mm lens: 153 x 131 x 205 mm [W x H x D]
Weight	2330 g (Complete camera w. HC80mm lens, Li-Ion battery and CF card)	2450 g (Complete camera w. HC80mm lens, Li-Ion battery and CF card)	2290 g (Complete camera w. HC80mm lens, Li-Ion battery and CF card)	2290 g (Complete camera w. HC80mm lens, Li-Ion battery and CF card)

CAMERA FEATURES				
Camera type	Large sensor medium format DSLR			
Lenses	Hasselblad HC/HCD lens line with integral central lens shutter			
Shutter speed range	32 sec. to 1/800 second	32 sec. to 1/800 second	32 sec. to 1/800 second	256 sec. to 1/800 second
Flash sync speed	Flash can be used at all shutter speeds			
Viewfinder options	• HVD 90x: 90° eye-level viewfinder w. diopter adjustment (-5 to +3.5D). Image magnification 3.1 times. Integral fill-flash (G.No. 12 @ ISO100). Hot shoe for SCA3002-system flashes from Metz™ • HV 90x: 90° eye-level viewfinder w. diopter adjustment (-4 to +2.5D). Image magnification 2.7 times. Integral fill-flash (G.No. 12 @ ISO100). Hot shoe for SCA3002-system flashes from Metz™ • HV 90x-II: 90° eye-level viewfinder w. diopter adjustment (-4 to +2.5D). Image magnification 2.7 times. Integral fill-flash (G.No. 12 @ ISO100). Hot shoe for SCA3002-system flashes from Metz™ • HVM: Waist-level viewfinder. Image magnification 3.2 times			
Focusing	Autofocus metering with passive central cross-type sensor. Ultra focus digital feedback. Instant manual focus override. Metering range EV 1 to 19 at ISO 100			
Flash control	Automatic TTL centre weighted system. Uses built-in flash or flashes compatible with SCA3002 (Metz™). Output can be adjusted from -3 to +3EV. For manual flashes a built-in metering system is available			
Exposure metering	Metering options: Spot, Centre Weighted and CentreSpot. Metering range Spot: EV2 to 21, Centre Weighted: EV1 to 21, CentreSpot: EV1 to 21			
Power supply	Rechargeable Li-ion battery (7.2 VDC / 1850 mAh)			
Film compatibility	No			

H System Specifications

H4D-31
31 Mpixels (4872 x 6496 pixels)
33.1 x 44.2 mm
6.8 µm
RAW 3FR capture compressed to 40 MB on average. TIFF 8 bit: 93 MB
Lossless compressed Hasselblad 3FR
Single shot
16 bit
ISO 100, 200, 400, 800 and 1600
Hasselblad Natural Color Solution
4 GB CF card holds 100 images on average
1.2 sec. per capture. 42 captures per min.
3 inch, TFT, 24 bit color, 230 400 pixels.
CF card type U-DMA or tethered to Mac or PC
Yes
Mounted on CCD sensor
Yes
Phocus for Mac and Windows
Macintosh: OSX version 10.6. Win.: XP, Vista and Win. 7 (32/64 bit)
FireWire 800 (IEEE1394b)
Yes, Mechanical shutters controlled via flash sync. Electronic shutters can be controlled from Phocus
0 - 45 ˚C / 32 - 113 ˚F
Complete camera w. HC80 mm lens: 153 × 131 × 205 mm [W × H × D]
2290 g (Complete camera w. HC80 mm lens, Li-Ion battery and CF card)

CAMERA FEATURES
Large sensor medium format DSLR
Hasselblad HC/HCD lens line with integral central lens shutter
64 seconds to 1/800 second
Flash can be used at all shutter speeds
• HVD 90x: 90° eye-level viewfinder w. diopter adjustment (-5 to +3.5D). Image magnification 3.1 times. Integral fill-flash (G.No. 12 @ ISO100). Hot shoe for SCA3002-system flashes from Metz™ • HV 90x, HV 90x-II and HVM waist level viewfinder
Autofocus with passive central cross-type sensor. Ultra focus. Instant manual focus override. Metering range EV 1-19 at ISO 100
Automatic TTL centre weighted system. Uses built-in flash or SCA3002 flashes. Output can be adjusted from -3 to +3EV
Metering options: Spot (EV2 to 21), Centre Weighted (EV1 to 21) and CentreSpot (EV1 to 21)
Rechargeable Li-ion battery (7.2 VDC / 1850 mAh)
No

Digital Backs Specifications

	CFV-39	CFV-50
Sensor size	39 Mpixels (5412 x 7212 pixels) or 29 Mpixels (5412 x 5412 pixels)	50 Mpixels (6132 x 8176 pixels) or 38 Mpixels (6132 x 6132 pixels)
Sensor dimensions	36.7 x 49.1 mm or 36.7 x 36.7 mm	
Pixel size	6.8 µm	
Image size	RAW 3FR capture 50 MB on average. Tiff 8 bit 117 MB	RAW 3FR capture 65 MB on average. Tiff 8 bit 150 MB
CF card storage capacity	4 GB CF card holds 80 images on average	4 GB CF card holds 60 images on average
Capture rate	1.4 sec./capture. 39 captures/min.	1.1 sec./capture. 33 captures/min.
Shooting mode	Single shot	
Color definition	16 bit	
ISO speed range	ISO 50, 100, 200, 400 and 800	
Shutter speed	64 seconds - 1/500	
Image storage	CF card type II (write speed >20 MB/sec) or tethered to Mac or PC	
Color management	Hasselblad Natural Colour Solution - One generic profile	
Battery type	Sony™ InfoLithium L NP-F series or compatible	
DAC digital lens correction	Support for DAC for Carl Zeiss lenses included in Phocus	
Color display	TFT 2.5”	
Histogram feedback	Yes	
IR filter	Mounted on CCD sensor	
Acoustic feedback	Yes	
IAA – Instant Approval Architecture	Included, with Acoustic feed back and Metadata classification	
File format	Lossless compressed Hasselblad 3F RAW	
Software	Phocus for Mac and Windows (included)	
Platform support	Macintosh: OSX version 10.6. PC: Windows XP/Vista/7 (32 and 64 bit)	
Camera support	All Hasselblad V System cameras manufactured since 1957. 2000 cameras and 201F with C lenses only. 202FA / 203FE and 205FCC camera types need a minor camera modification to use F/FE lenses. The ArcBody is not compatible. SWC/M and newer can be used but has limitations on image quality due to lens design not beeing suitable for digital capture. All other cameras with Hasselblad V interface	
Host connection type	FireWire 800 (IEEE1394b)	
Battery capacity	Sony™ InfoLithium L, up to 8 hours of shooting capacity	
Operating temperature	0 - 45 ˚C / 32 - 113 ˚F	
Dimensions	91 x 90 x 61 mm (W x H x D)	
Weight	530 g (Excluding battery and CF card)	
Package contents	Hasselblad CFV-39/CFV-50 digital back with protective cover, adapter cables, EL camera battery adapter, FireWire cable and 4 GB CF card. Focusing screen (Split image/Micro prisms) with dual format markings	

When you purchase a Hasselblad you purchase much more than a camera. You purchase entry into a complete system of expert lenses and accessories. You purchase access to unmatched professional service and support.

And you purchase the benefits of a system that has been designed from the ground up to reflect how professionals think, how they work, and what they are looking for in a camera system.

HASSELBLAD

Taking Photography Further

www.hasselblad.com

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